

Sub C1

WHAT IS CLAIMED IS:

1. An information providing method comprising:
adding program feature data to multimedia
information in units of parts of the multimedia
information to form a program database;
searching for partial information which accords
with user profile data from said multimedia information
based on matching between the user profile data and the
program feature data; and
10 providing the searched partial information to a
user.
2. The method according to claim 1, further
comprising:
adding commercial feature data to commercial
15 information to form a commercial database; and
providing, to the user, commercial information
which accords with the user profile data based on
matching between the user profile data and the
commercial feature data when providing said searched
20 partial information to the user.
3. An information providing apparatus comprising:
a first database configured to store multimedia
information;
an analyze section configured to analyze said
25 multimedia information stored in said first database
using at least one analysis method of moving image
analysis, acoustic/speech analysis, and text analysis;

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wherein said search engine searches for the commercial feature data from said fifth database in accordance with the user profile data, and searches for the commercial message information corresponding to a searched commercial feature data from said fourth database.

9. The apparatus according to claim 5, wherein
the user profile data include information representing
one of a producer, title, character, and genre of the
multimedia information.

10. The apparatus according to claim 5, wherein said search engine searches for program feature data from said second database, and data which matches a thesaurus of the program feature data.

15 11. The apparatus according to claim 3, further comprising a history recording section configured to record a viewing history data of a user.

12. The apparatus according to claim 11, wherein
said viewing history data represents a user, start
and end time of watch, and program feature data of
information watched by the user.

13. The apparatus according to claim 11, further comprising:

a third database configured to store said user profile data; and

a rewrite section configured to rewrite the user profile data stored in said third database in

accordance with said viewing history data.

14. The apparatus according to claim 3, further comprising a display section configured to display the partial information selected by said search engine.

5 15. The apparatus according to claim 8, further comprising a display section configured to display the partial information selected by said search engine and display the commercial message information selected by said search engine as a banner.

10 16. The apparatus according to claim 8, further comprising a display section configured to display the partial information selected by said search engine and display the commercial message information selected by said search engine as a subwindow.

15 17. An information reception apparatus connected to an information providing server having a database which stores multimedia information and program feature data which is an analysis result of at least one of moving image analysis, acoustic/speech analysis, and

20 text analysis or externally inputted, comprising:

a search engine configured to search for predetermined program feature data from said database and select partial information from said multimedia information stored in said database in accordance with 25 searched program feature data.

18. The apparatus according to claim 17, further comprising:

a link section configured to obtain a representative image of said partial information, and construct a display image including said representative image and the searched program feature data.

5 19. An information describing method comprising:

 classifying information items into plural groups of information items relating to personal information of a user, some of the groups of information items including plural subgroups; and

10 describing each information items in the group or the subgroup in an order according to a priority of the information item which is determined for each user.

 20. The information describing method according to claim 19, wherein said group of information items

15 including data indicating personal profile of the user.

 21. The information describing method according to claim 19, wherein said group of information items including data indicating taste of the user.